



The Economic Development Newsletter for Sunnyvale Businesses

A Traditional Downtown Is Goal of Proposed Design Plan

A new Downtown Design Plan that would rebuild Sunnyvale's city center into a traditional downtown neighborhood "filled with places to shop, work, live, and be entertained" is now under study by the City.

A 21-member Downtown Stakeholders Advisory Committee developed the plan, and the concept was adopted by the City Council in the spring. Now, residents and business leaders are reviewing the plan in more detail while an Environmental Impact Report is being prepared. A three-dimensional model is on display in City Hall to help the public visualize what is proposed.

The Downtown Design Plan builds on the unique character and existing commercial success of the 100 block of Murphy Avenue. It seeks to restore as much of the historic downtown street grid as possible, reconnecting areas that were isolated when the Town Center Mall was constructed.

For example, the plan proposes that Murphy Avenue be extended one block to the south into the area that is now a mall parking lot. A second major shift would be the extension of McKinley Avenue one block east from Mathilda Avenue to the mall. Both new streets would feature retail space along the sidewalks.

Other key components of the Downtown Design Plan include:

- Washington Avenue is identified as a major retail street, lined with stores and restaurants between Mathilda Avenue and Sunnyvale Avenue. Housing could be built above the stores between Mathilda

Avenue and Macy's.

- Town & Country could be reconstructed as a multi-family residential community, with ground floor retail uses, bringing permanent residents to the heart of downtown in proximity to the Caltrain Station and commercial services. The residential buildings would be no taller than the adjacent Mozart office buildings, and all parking would be underground.

- A 1.7-acre Downtown Plaza provides a green public open space to serve downtown shoppers, workers and residents. The forecourt to the eastern entrance to Macy's provides the potential for another public gathering space.

- Mathilda Avenue between El Camino Real and the Evelyn Avenue overpass is viewed as an attractive urban boulevard. Its eastern side would be lined with office buildings, an extension of those now under construction by Mozart Development Company north of Washington Avenue. The west side of the boulevard is proposed as multi-family residential.

- All existing low-density residential neighborhoods adjacent to downtown are protected, including the Taaffe/Frances Heritage Housing District. Physical gateways at neighborhood entrances are also proposed, to make a clear distinction for visitors between the very public commercial area and the more private residential community.

Copies of the complete Downtown Design Plan are available at City Hall and the Sunnyvale Public Library, and online at www.ci.sunnyvale.ca.us. Information is also available from Community Development at 408-737-4900.



Hotel Water Conservation Program Can Make a Difference

Would you like to save money while conserving water and energy as well as protecting our beautiful Bay? You can do that by participating in a water conservation program endorsed by the American Hotel and Lodging Association.

What will you need to do? It's simple; offer your guests the opportunity to re-use towels and linens as well as conserve water in the bathroom. As a result, you can reduce your water and energy bills along with your labor costs for laundering and maid service. At the same time, you will be sending an ongoing message to your guests about protecting the Earth's natural resources. How? The less water you and your guests use, the less wastewater we will have to treat and discharge into the Bay. And that means the fragile balance of salt and fresh water habitats required by wildlife will be maintained.

How does it work? You merely place messages in appropriate locations in the room offering your guests the choice to participate. Samples of message cards produced by Project Planet are included in an introductory packet along with the form to order them. The Water Pollution Control Plant produces water conservation tent cards for bathroom counters and you may order them free of charge directly. If you would prefer, you may design and print your own materials using your own logo. Either way, you will be demonstrating your dedication to protecting the environment.

For more information or to schedule an appointment to discuss this program, please call Gail Glen, environmental outreach coordinator, Sunnyvale Water Pollution Control Plant, at 408-730-7738.

Celebrate America Recycles Day

What better time to renew your commitment to recycling than on America Recycles Day (ARD) Nov. 15! Make a difference:

- Buy recycled-content copy paper and other office supplies—visit the Buying Recycled Products section at www.ci.sunnyvale.ca.us/recycle/commercial.htm for more information
- Start or improve your company's recycling program—recycle paper, cans/bottles, cardboard, toner cartridges and more
- Ask your employees to make an online ARD pledge at www.recycleday.com/—if they pledge to buy more recycled products, recycle more at home or work, or participate in another recycling-related activity, they can be entered to win a prize
- Participate in a local ARD event or sponsor your own event—visit www.recycleday.com/ for a listing

of ARD events in California

Recycling and buying recycled work activities will help your bottom line and attract customers, as well as help preserve and protect valuable natural resources, reduce energy use, and reduce air and water pollution. Visit www.recycleday.com/ or www.americarecyclesday.org for more information. City of Sunnyvale Commercial Recycling Program 408-730-7484.

Sci3 Offers Help With Patents and Trademarks

The Sunnyvale Center for Innovation, Invention and Ideas, known as Sci3, is right on your doorstep, housed in the Sunnyvale Public Library. Sci3 deals exclusively with intellectual property (patents, trademarks and copyrights) and is a partnership library with the U.S. Patent and Trademark Office. Sunnyvale is one of the hottest places on the planet for ideas and inventing, and Sci3's wide range of services can assist entrepreneurs and business owners from start to finish.

Sci3's services include 68 hours of free reference, fee-based professional patent and trademark searches, a state-of-the-art videoconference facility for all of your business requirements and more than 40 seminars on IP-related subjects. So, if you have an idea for a chip (potato or computer) or want to name your "chip," you can check the Sci3 web site at www.sci3.com or call 408-730-7300 for information.

Doing Business With the City of Sunnyvale

The City of Sunnyvale relies on the business community to provide the materials and services that are important components of Sunnyvale's service delivery system. If your firm provides high quality and reliable materials and services at a reasonable price, the Sunnyvale Purchasing Division is interested in hearing from you.

Sunnyvale purchases are made through a competitive bidding process in which purchases are divided into formal and informal categories. Formal purchases are valued at more than \$50,000. Bidding opportunities are advertised on the Sunnyvale web site. Log on to www.ci.sunnyvale.ca.us and click on City Bids to get to the Purchasing Division home page. Formal sealed bids must be received by the City by a specified date and time and are opened publicly by a Purchasing Division representative. Contract awards resulting from formal bid invitations are made by the City Council.

Quotations for informal purchases "\$50,000 or less" may be submitted by telephone, fax, mail or e-mail. Informal purchase contracts are awarded by the City's Purchasing Officer.

Sunnyvale bid invitations, as well as bid invitations from other public agencies, are advertised and bid documents are distributed through the DemandStar by Onvia public purchasing network. DemandStar maintains a database of member suppliers that are automatically notified of bid opportunities relevant to their businesses. For more information on becoming a DemandStar member, please visit the Bidder Registration section of the Purchasing Division web site.

Although Sunnyvale encourages bidders to become DemandStar members, registration with DemandStar is not a requirement for doing business with the City. Businesses that choose not to register with DemandStar can still obtain bid information by monitoring the City's web site and can download bid documents from Demand-Star for a nominal fee. Your firm can also arrange to pick up copies of specific bid packages at the Purchasing Division office at the Sunnyvale City Hall Annex, 650 W. Olive Ave.

Sunnyvale recognizes the importance of working with local businesses by offering a one percent bidding preference for Sunnyvale businesses that are interested in providing equipment or supplies to the City. This means that, when evaluating bids, one percent of a Sunnyvale firm's bid price is deducted when comparing it to bid prices from businesses outside the City.

For more information about doing business with the City of Sunnyvale, contact the Purchasing Division at 408-730-7405.

The Sunnyvale Community Center has room for you! We can accommodate groups of 12 to 250. Call for rental fees and information. An in-house caterer is available to complete your event.



Call (408) 730-7751 Monday thru Friday, 1:00-5:00pm or visit our award-winning website:
www.ci.sunnyvale.ca.us/leisure-services/facilities
 Reservations can be made in person or over the phone.
 For catering, please call (408) 736-1004.

Schedule of Theatre Events

September 2002-June 2003
 Sunnyvale Community Theatre
 550 E. Remington Dr.
 Sunnyvale, CA 94087
 Ticket Services: 408-733-6611



Sunnyvale Community Players (SCP)

Information/Tickets 408-245-7026

Once on This Island	Sept. 13	Oct. 6
1940s Radio Hour	Oct. 25	Nov. 17
Cinderella (Junior Theatre)	Feb. 14	Mar. 9
A Funny Thing Happened on the Way to the Forum	April 11	May 4

California Theatre Center

Information/Tickets 408-245-2978

The Canterville Ghost	Sept. 30	Oct. 11
Alexander and the Terrible...	Oct. 14	31
The Emperor's New Clothes	Nov. 4	15
The Elves and the Shoemaker	Dec. 2	6
The Best Christmas Pageant Ever	Dec. 9	20
The Miracle Worker	Jan. 13	24
The Ugly Duckling	Feb. 3	14
Miss Nelson is Missing	Feb. 24	Mar. 14
Ancient Memories, Modern Dreams	Mar. 17	28
Rumpelstiltskin	Mar. 31	Apr. 18
Once Upon A Bedtime	Apr. 28	May 2
Vasilisa and Baba Yaga	May 5	30

An Evening of Cultural Arts

Information/Tickets 408-730-7343

Golden Bough	Jan. 10	8 p.m.
Patrick Ball	Jan. 11	8 p.m.
Hookslide/Razzcals	Feb. 7, 8	8 p.m.
San Jose Taiko	Mar. 14, 15	8 p.m.
Holly Near	Apr. 4, 5	8 p.m.

Sunnyvale Singers

Information/Tickets 408-369-1877

Winter Concert	Dec. 1	8 p.m.
Spring Concert	May 10	8 p.m.

Pursuant to the Americans with Disabilities Act, the City of Sunnyvale will make reasonable efforts to accommodate persons with disabilities in the provision of City services, programs or activities. If you require special accommodations in order to participate in a City parks or recreation program, please let us know. For deaf access call TTD 408-730-7501.



Sunnyvale BUSINESS PAGE

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City of Sunnyvale
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What's Inside

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Upcoming Events

- Oct. 26 Halloween Harvest Festival
For more information, call 408-730-7350
- Nov. 28-29 City Hall Closed for Thanksgiving Holiday
- Dec. 24-25 City Hall Closed for Christmas Holiday
- Dec. 31-Jan. 1 City Hall Closed for New Year Holiday

Let Us Introduce Ourselves...

Karen Davis	408-730-7628
Economic Development Mgr.	
Brice McQueen	408-730-7284
Redevelopment Mgr.	
Connie Verceles	408-730-7256
Retail & Hospitality Mgr.	

City of Sunnyvale Main Phone Numbers

City Manager's Office	408-730-7480
Community Development	408-730-7444
NOVA/Employment Development	408-730-7232
Finance Department	408-730-7380
Human Resources	408-730-7490
Information Technology	408-730-7540
Library	408-730-7300
Parks and Recreation	408-730-7517
Public Safety	408-730-7100
Public Works	408-730-7415
Utilities	408-730-7681
City of Sunnyvale web site:	www.ci.sunnyvale.ca.us

To contact the Economic Development Division, call 408-730-7607 or e-mail us at econdev@ci.sunnyvale.ca.us